

# "Crafting the Perfect Offer: A Complete Checklist To Create More Sales and Members"

## **Headlines/Intro/Beginning/Envelopes.**

- Multiple headline ideas written down?
- Do headlines reflect proper context?
- Will offer be in headline?
- Will guarantee be in headline?
- Quotation marks around headline?
- Is headline bolded?
- Lead in headlines?
- Follow on headlines?
- Will story or stories be used in headlines?
- Will testimonials be part of headlines or subheads?
- Is strongest point(s) right up front at very beginning?
- Have you used hidden benefit in headline and/or as theme?
- Do you bring bullets out right away?
- Do you have one or more Unique Selling Propositions offered/explained?
- Is initial copy/script compelling enough to cause people to want to continue?
- Is piece's salutation personalized, or generic? (Dear Mr. Smith vs. Dear Friend or Dear Golfer)
- Is envelope handwritten/typed (no label) personal "A" pile mail?
- If not handwritten personal mail, is teaser copy on both sides of envelope?
- Does your font look as much as possible like the publication you're running in?

## **Guarantees.**

- Is guarantee worded in an interesting way?
- Length of guarantee?
- Value of guarantee?
- Are there multiple guarantees?
- Unconditional guarantees?
- Conditional guarantees?
- Satisfaction guarantees?
- Results guarantees?
- More than money back guarantees?
- Will shipping/handling be refunded?
- Keep premiums after refunding?
- Need authorization for refund?
- (Seminars) Less than entire seminar, "after first day" type of guarantee?
- No guarantee?
- Any warranty?
- Use up product still get refund type of guarantee?
- Prorated refund for subscriptions type of guarantee?
- Any guarantee for free info?
- Is guarantee stated on order device or info?

#### **Offer.**

- Does order device (form) have a headline?
- Does offer give people opportunity to exercise power of choice? (Basic vs. deluxe, etc.)
- Is offer to buy or generate lead?
- Is offer too confusing or complicated?
- Does offer link product to American Dream, the big picture?
- Does offer promise bigger, better, more?

- Does offer present big ideas, big promises, big news, big pictures, big results?
- Does offer promise improvement over previous versions or competition?
- Does offer promise faster, more time, low time involved, instant results, or sell time?
- Is offer promote that it's NEW, or link to timely news events?
- Are you offering installment payments?
- Are you showing the price in the installment amounts, vs. full price?
- Are you offering an incentive to pay all at once?
- Do date deadlines have "hand-stamped" date stamped on order info?
- Is shipping/handling added and marked up?
- Is shipping/handling added to first installment?
- Do you ask if shipping address is different from credit card address?
- Does the offer compare price apples to oranges?
- Does the offer break apart each component's value/price and compare it to package savings?
- Is offer clearly explained? Does it detail exactly what they'll get?
- Have you compared the offer to what they already are familiar with?
- Have you chosen your price by first analyzing your costs and multiplying by factor?
- Is price shown as odd ending number?
- Have you thought through if price is at or above a resistance barrier, a break point?
- Are you marking price up and/or discounting? Are you explaining why discount is available?
- Are you offering 24 hour ordering?
- Are you offering a discount for fax or e-mail orders?
- Do you have an order form or coupon that restates the offer?
- Does order form leave enough room to allow your customer/member to write comfortably?
- Are you collecting fax and e-mail info on order form or lead generation efforts?
- Are you enclosing more than one order form with package?

- Are all backs of order forms, whatever, filled with copy/graphics/testimonials, etc.?
- Do you have a multiple year option for subscriptions, with incentives to do so?
- Do you have any continuity offer for auto-charge?
- Are you accepting checks by phone?
- Is order form separate from rest of package?
- Is there a reply envelope enclosed with package?
- Is response device or devices key coded for tracking?
- Are savings expressed in dollar amounts vs. percentage vs. units? (2 for 1, buy 1 get one free, etc.)
- Is price explained in context of the entire offer and promotion?
- Are immediate upsells/cross sells/upgrades offered at time of purchase?
- Is guarantee rested in offer and ordering instructions?
- Have you told them who to call, when to call, who to make out check to, how much, etc.?
- Have you informed them of any sales taxes?
- Is ordering info on every page of offer?
- Is offer made with an endorsement and sent out that way?
- Are recorded messages being utilized?
- If using recorded message, do you have "toll-free, 24 hour recorded message" in copy?
- Have you started or contemplated your follow up sequence of mail/fax/e-mail/phone follow up?
- Does offer lend itself to offering samples and/or free trials?
- What bonuses/premiums are being added to sweeten offer?
- If you sell internationally, do you explain different shipping costs?
- If you sell internationally, do you explain the types of currency you'll accept?
- Are you testing different colors and sizes for parts of a package?
- Are you testing how package is inserted in envelope? (Loose, in center, paper clipped, etc.?)
- Are postcards filled with headline(s), copy, testimonials, etc.?

- Have you left room for address and bar code on bottom of envelope or postcard?
- Are you using stage names on lead generation follow up pieces, so calls can be tracked?
- Are you telling your customer/member exactly what to do? (Click here, Call NOW, Pick up the phone, don't delay, etc.)

### **Believability.**

- Testimonials?
- Who are you?
- Why should anyone believe you?
- Who says people should believe you?
- Are you using a celebrity(s)?
- Is your promise as big as possible without being unbelievable?
- Do you have proof in the form of graphics? (Pictures, drawings, graphs, etc.)
- Can you dramatize proof with before and afters?
- Is your guarantee designed to alleviate skepticism?
- Are you telling the whole story?
- Is the deadline or limit reason explained?
- Are you offering an alternative means of response? (Recorded message, web site, free info, etc.)
- Can you demonstrate the results?
- Are you using testimonials that relate specifically to this offer?
- Are you showing the number of people who have bought?
- Do you have proof like copy of patent, survey results, studies, etc.?
- Do you have details that add to credibility? (Exact location, description of neighborhood, etc.)
- Do you have any third party endorsements? (Articles, influential people, etc.)
- Is promotion coming from a person rather than from a company?
- Have you used one or more damaging admissions?

- Have you acknowledged resistance with proactive objection handling, Q & A, etc.?

### **Copy.**

- Does offer present any aspect of underdog trying to come out on top?
- Has internal repetition of key points been used?
- Does P.S. restate main benefit/theme/offer?
- Are Subheads used throughout?
- Any bullets?
- Will bullets have reference to page number or actual part of product?
- Do pages end with cliffhangers?
- Has internal repetition of key points been used?
- Do you use a boxed off coupon in ads, or have copy explain how to respond without a coupon?
- Does coupons or order forms state YES!... and restate offer in first person?
- Has copy been "mangled" with handwritten notes in margin, highlighting, etc.?
- Is paragraph spacing and indenting done so readability is enhanced?
- If advertisement, have you squeezed as much relevant, non-boring copy as possible?
- Are testimonials prominently displayed and discussed?
- Will testimonials be re-typed/edited or copies of actual letters/shots be used?
- Will piece be explanatory without stories?
- Are recorded messages part of enticement to respond or order?
- Is copy strictly benefit driven, with the sole focus on the prospect/customer/member?
- If features are mentioned, is every one backed with one or more benefits?
- Is a complete story being told?
- Does copy assume prospect/customer/member knows nothing?
- Is copy written at about a sixth grade level? (No matter who prospect is.)
- Does copy talk to one person at a time?

- Does copy talk to a potential buyer and ignore non-interested?
- Is copy laced with "lingo" that prospects/customers/members talk/think in?
- Does copy give specific details without rounding off, or approximating?
- Is copy written to sound like it's being spoken? (Using words like "listen", "a minute ago", etc.)
- Are all sentences/paragraphs short and super easy to read?
- Are you using a serif font like "Times Roman", etc. for body copy?
- Have you read copy aloud before finalizing?
- Does copy refer to any graphics? (Pictures, diagrams, graphs, etc.)
- Do all graphics have captions that are tantalizing and/or reinforce other copy/graphics?
- Does it pass the "who cares" test?
- Does copy focus on prospect/client or on advertiser? (You/your vs. we/I test.)
- Are you using any "grabber" like a dollar bill, Million dollar bill, foreign currency, condom, etc.?
- Are number of pages divisible by four?
- Are ads going to be fractional page, or 7x10 or larger?
- Are you going to attempt to get upper right hand page, or be above fold?
- Is copy big enough to read, and have you considered this especially if you market to seniors?
- Are you using a "table of contents" as a form of bullet points?
- Does copy make them feel empathy, and that they're not alone anymore?
- Is copy written for decision maker?
- Does every separate piece in package have headlines?
- Are you including a cover letter or lift letter?

#### **Bonuses.**

- Do bonuses have high perceived value?
- Can you make bonuses by breaking out parts of product?
- Are bonuses linked to main product?

- Are you going to use non-linked bonuses?
- Are bonuses set up to more desired than product?
- Are you using bonuses to enhance purchase of upgraded (deluxe) product choice?
- Are you creating or buying multiple bonuses, instead of just one?
- Are you linking bonuses to fast response? (Time, ltd. qty,. first x buyers, etc.)
- Can they keep bonuses even if they refund?
- Are you offering bonuses either at purchase or after to reduce refunds?
- Are you offering unannounced bonuses either at purchase or after?
- Are you offering installments as bonus?
- Are you offering upsells that are promoted as bonuses?
- Do you offer free or reduced cost shipping?
- Do you offer special shipping for single payment when installments are offered?
- Do you offer discounts or gift certificates or coupons?
- Do you offer unlimited calling in, or use fax/e-mail help only?
- Do you offer coupons for additional help?

### **Refunds.**

- Are you getting the product to the customer/member as fast as possible?
- Are you delivering more than they thought they were buying?
- If notebook type course, have you shrink-wrapped the contents?
- \_\_\_\_\_Have you put a sticker on product telling them to call a recorded message before using?
- Are you sending out a welcome letter?
- Do you have a sequence of contacts after buying to help reduce refunds?
- Do you call or send something like a \$million letter before they get product?
- Do you follow up with phone to see how they're doing?



- Do you offer stuff they can only get after the guarantee period is over?
- Do you get feedback from refunders as to why, and develop changes based on this?
- Do you survey customers/members and offer bribes for responding to get feedback?
- Do you put tons of testimonials in any form/media in with product?
- Do you have a stick letter outlining all the reasons they might return, and why they shouldn't?
- Do you use audio, videos, recorded messages or web sites filled with testimonials after purchase?
- Do you offer contests or rewards for sticking with program?
- Do you offer recognition for people who stick with it?
- Do you offer some sort of assistance or help lines, via e-mail, phone, fax, recorded message, etc.?
- Do you offer a newsletter or other communication at least monthly?
- Do you offer conference calls or other meetings with users and satisfied testimonials?
- Do you offer frequent buyer awards? (Points worth \$ or merch., one free for x bought, etc.)
- Is your shipping container "refund friendly" (too easy), or as self destructing as possible?

#### **Referrals.**

- Do you offer rewards for referrals? (Cash, gift cert., frequent buyer points, etc.?)
- Do you offer recognition for people who refer to you?
- Do you ask for referrals in writing, in person, etc.?
- Do you have a referral list people can check out?

#### **Customers / Members**

- Have you chosen list carefully per your desires for right customers for your offer?
- Have you segmented lists to weed out wrong types and current members?
- Have you segmented your own list for different offers?
- Are you offering more products/services of yours for sale?
- Are you offering more products/services of others for sale?

- Are you targeting decision makers?
- Are you surveying your own customers/members for feedback and ideas?
- Are you offering your products/services to other people's lists?
- Are you communicating regularly with your customers/members?
- If yes to above, is the communication in the "voice" of the owner/front person?
- Are you aggressively seeking testimonials?
- Are you getting testimonials in writing with permission to use them in writing?
- Do you send out a new customer welcome kit of some kind?
- Do you acknowledge customer's purchases?
- Is every delivery of product/service accompanied by more offers?
- Is your monthly communication dated and timely, or numbered sequence that doesn't change?
- Are you offering back end stuff the same way they came in initially?